

### **ABSTRACT OF THE DISCLOSURE**

The present invention features various business methods providing an ally of a profile within a computer network and for organizing, building, and propagating the computer network by building a reference hierarchy through an ally association system or function. Through the ally association system or function, allies of a subject featured in a profile supported in the computer network can perform one or more association-related functions, such as vouching or witnessing for the subject, referring or introducing the subject to another, and other similar functions for one or more purposes. The ally association function facilitates network growth, provides more efficient network operations, optimizes the purpose of the network, provides more organization to the network, and brings to a computer network or online environment many of the associations and interactions and other similar interpersonal dealings common and popular in real space, while at the same time functioning to propagate the number of users in the network via the propagation of allies associated with the subjects featured in the network profiles. Several business models utilizing the ally association technology provide users and allies alike various incentive to obtain and utilize the ally association technology, which in turn helps to build a more vibrant, active, and interwoven community and increase the revenue potential from operation of the network.

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